



## About Environmental Health Perspectives

### Readership Information

As the United States' official scientific journal on the subject, *Environmental Health Perspectives* is read by thought leaders and professionals from around the world. What's more, *EHP* subscribers pore through issue after issue, with 74% of our readers indicating that they read at least some of *every issue*.

*Environmental Health Perspectives* is not only widely read, it's widely shared. Our 8,000 subscribers share their publication extensively—with an average of six colleagues—resulting in a monthly impact on approximately **48,000 readers**.

High readership satisfaction, as shown in our readership surveys, is the reason our readers are devoted. Fully 95% of our readers indicated that *EHP* meets their needs well or very well.

### What is Environmental Health?

Environmental health covers a wide array of topic areas, perhaps a wider array than you might expect. *EHP* has a reputation for thoughtful, serious discussion of these topics, highlighted by a history of considering all sides of each subject. Recent editorial content has focused on topics including:

- Children's Health
- Environmental Justice
- Food Safety
- Genetic Research
- Herbal Medicine
- Infectious Disease
- Land Use/Sustainable Development
- Livestock Issues
- Reproductive Toxicology and Health
- Smoking
- Women's Health
- Water Quality
- Waste Disposal
- ...and much more



## EHP Overview

*Environmental Health Perspectives* is the monthly journal of the National Institute of Environmental Health Sciences. International in scope, *EHP* contains a balanced editorial mix, serving as both a peer-reviewed scientific journal and a news magazine on the latest topics in environmental health. *EHP*'s technical articles are highly respected and fully 77% of readers surveyed use it to keep up-to-date in their work.

EHP is distributed through the Environmental Health Information Service (EHIS), a service of the National Institute of Environmental Health Sciences—NIH and the National Toxicology Program—DHHS.

*Environmental Health Perspectives* also publishes *Supplements*, a six-times per year compilation of additional peer-reviewed science. Each year, one *Supplement* is dedicated to a review of environmental sciences. *EHP* also offers readers the *National Toxicology Program Reports*, the annual *Report on Carcinogens* and other special reports.

## EHP Online

Numerous features from *EHP* are available online, including “*EHP* Articles Online First,” a feature that allows accepted scientific articles to be published quickly, while they are being incorporated into printed issues of *EHP*. Ask about advertising opportunities on the *EHP* website.





## Why Advertise in EHP

There's no better way to reach today's thought leaders in environmental health than to advertise in *Environmental Health Perspectives*. *EHP* readers are leaders in their fields, from a diverse array of backgrounds, all sharing an interest in the latest environmental health news.

Read by leading scientists, *EHP* goes much further in attracting subscribers from across the spectrum. *EHP* subscribers include major drug companies, hospitals, cosmetic firms, oil companies, colleges and universities, government agencies around the world, non-profits, even the environmental media. *EHP* readers include scientists, to be sure, but they also include physicians, attorneys, environmental engineers, environmental specialists, toxicologists, professors and many others.

### EHP Readers Decide, And Buy

Most *EHP* readers surveyed indicated that they are involved in making purchases. With an average experience level of nineteen years in their field, *EHP* readers are senior level decision makers. From lab equipment to supplies, from computers to office equipment, *EHP*'s average reader has a budget for such purchases of over \$445,000 per year.

### EHP Readers Are Engaged

"I know that half of my advertising budget is wasted," a clever wag once said. "I just don't know which half." Placing an advertisement in a publication that doesn't get read is a waste.

*EHP* readers read the publication at an impressive rate.

- Fully 74% of *EHP* readers report reading at least some of *every issue*!
- Even better, 87% read at least half of the issues each year.
- And they like it, with 95% of readers surveyed indicating that *EHP* meets their needs well or very well.

They not only read it, they share it. The average subscriber to *Environmental Health Perspectives* shares their copy with *six other* readers.



### Multiple Options

Present your **display advertising** in *EHP*. Even pick your position. You can also advertise your open **career opportunities** or your **upcoming conference** to the readers you care about most.

### Balanced Content

*EHP* has a balance of editorial content, from peer-reviewed science endorsed by the National Institute of Environmental Health Sciences, to the latest news. Presented in a variety of formats – from "The Beat" to "Environews Forum" to "Focus"—*EHP* has something for experts across the spectrum. See the editorial calendar for more information.

### Added Value

Advertising space in *EHP* is very cost competitive, particularly when you consider our readers and their devotion to the publication. But we can do more to make your campaign a success.

We're happy to give you **placement** of your ad next to articles and research focused on topics related to your product or service.

We can help with the development and **design** of your ad through our in-house graphic capabilities.

Your ad placement also gets you a link from our **website** at no additional costs. Ads for open career opportunities can even be listed on the web *before* they are published in the magazine, allowing you to begin generating responses.

### Contact:

Gwendolyn Dowd  
Advertising Sales Manager  
Phone: 919-541-5257  
Fax: 919-541-0763  
dowd@niehs.nih.gov





## Reproduction Requirements

### U.S. Mail Address

Please mail all contracts, insertion orders, disks, payments (marked with the name of the advertiser and the insertion dates), and other correspondence related to advertising to:

EHP Advertising  
c/o Brogan and Partners  
PO Box 5155  
Cary NC 27512

### Overnight Deliveries

All overnight and express deliveries should be sent to:

EHP Advertising  
c/o Brogan and Partners  
79 Alexander Drive; Bldg: 4401, 3rd Fl.  
Research Triangle Park, NC 27709 USA  
Phone: 919-541-5466

### Printing Specifications

- |                    |                                      |
|--------------------|--------------------------------------|
| • Halftone Screen: | 150-line screen                      |
| • Live Area:       | 7.125" x 10.25"                      |
| • Trim Size:       | 8.5" x 10.875"                       |
| • Bleed Size:      | 8.75" x 11.125"                      |
| • Process:         | Web Offset (Covers: Sheetfed Offset) |
| • Binding:         | Perfect Bound                        |



## Submission Requirements

Advertisements must be submitted in digital format, preferably on Jaz, CD, or Zip disks. All advertisement artwork should be submitted on disk according to the following:

- QuarkXPress documents are preferred. EPS files from other Mac applications (Freehand, Illustrator, etc.) are acceptable. We do not accept ads created in PageMaker.
- Supply all original files and proof output of finished ad.
- Include a copy of all fonts (printer and screen) used to create the ad.
- Color ads must employ CMYK-specified color, not RGB, Pantone, Indexed, LAB, etc.
- Four-color advertisements must be accompanied by a film-based or dot-based digital color proof, or a \$75 charge will be incurred to make one.

*Environmental Health Perspectives* can accept digital submission of advertising files through the Internet via FTP. Call 919-541-4659 for more details.

## Production Charges

*EHP* can professionally design your ad for you. Production charges are \$50 per hour and are prorated to the half hour.

## Requirements for Acceptance

Acceptance is subject to approval by the editors. New copy and all copy changes must be received by *EHP* before each issue's closing date. No changes may be made after the closing date.





## Information, Policies and Payment Terms

### General Information

When an order is received, *EHP* assumes that the advertiser agrees to all of the rates and conditions described at the time of the sale, as per the current rate card. A contract period begins on the day that the first insertion order is received. Orders must be received in writing prior to the materials deadline (see rate card or editorial calendar). Orders are accepted up to one year in advance only. Orders should specify definite insertion dates, placement, and sizes of the ads. *EHP* has the right to limit the size and frequency of any ad. The order must be accompanied by a copy of the ad. Only publication of an advertisement shall constitute acceptance of the advertiser's order.

### Advertising Policies

To earn **frequency discounts**, additional advertising must be inserted within 12 months of the first insertion. The frequency rate is applied on the basis of the total number of advertisements placed. Advertisers billed at the contract rate who fail to fulfill such a contract will be invoiced at the actual frequency rate earned.

All advertisements are accepted for publication upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertising, the agency and/or advertiser will fully hold harmless and fully indemnify *EHP* from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature, including reasonable fees of counsel selected by *EHP* arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of libel, copyright infringement, or invasion of privacy) or based on, or arising out of, any matter or thing contained in any advertisement.

All advertising is accepted subject to the editors' approval upon the determination that the products or services advertised are in keeping with the editorial policy (stated or unstated) of *EHP*. *EHP* reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising. *EHP* also reserves the right to insert the word "advertisement" above or below any copy.

All reproduction materials (including revisions) are due on or before the closing date of each issue. A previously run ad will be inserted for contract advertisers whose new ad materials are not received by the closing date. Any first-time advertiser whose new materials are not received by the closing date will forfeit the space and will not be refunded the reservation.



*EHP* shall in no event be liable for failure to publish advertising when specified by the advertiser. Advertisement and production schedules are subject to change without notice. Position requests are not guaranteed.

*EHP* also reserves the right to revise, on notice of 30 days, any rates, terms, and conditions of the rate card applicable to contract advertisers. Revisions affecting noncontract advertising may be made without notice.

### **Payment Terms**

All first-time advertisers must prepay with the first insertion order. Ad campaign prepayment of 6 or more insertions within a 12-month period will be granted an additional 5% discount on the earned rate.

Advertising agencies are responsible for payment for all advertising ordered for their clients. Our terms are net 30 days for firms with established credit. All discounts are forfeited if payment is not made within terms. A finance charge of 1.5% per month (or 18% per year) is added to all invoices over 30 days past due. Visa, MasterCard and American Express are accepted. If an account becomes overdue, *EHP* reserves the right to suspend insertions.

*EHP* shall have the right to hold the advertiser and/or its advertising agency liable for such money due and payable that the advertiser or its agency ordered and that was published by *EHP*. Sequential liability clauses will not be accepted.

All references herein to *EHP* also refer to EHIS, when applicable.

Only checks drawn on U.S. banks in U.S. dollars are accepted. Make checks payable to: **Brogan and Partners**, and mail to:

EHP Advertising  
c/o Brogan and Partners  
PO Box 5155  
Cary NC 27512

### **Cancellation Terms**

Written cancellation of an order must be received no later than the closing date to avoid billing. Any order cancelled after the closing date stated in the rate card will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost. If for any reason an order is canceled, the rate charged for past and/or future ads will be adjusted to reflect the space used and the actual advertising frequency.

### **Disposition of Reproduction Materials**

All materials from advertisers will be held for 1 year and then destroyed unless otherwise requested in writing.



## Monthly Features

***Innovations:*** science and technology breakthroughs

***Focus:*** in-depth investigations

***Forum:*** what's hot in environmental health

***NIEHS News:*** federal research and initiatives

***Science Selections:*** research you can understand

***Spheres of Influence:*** the politics and policy of health

***Commentary:*** the latest word from those in the know

***Research Articles:*** the best international science

***Grand Rounds:*** how it all affects your health

***Reviews:*** the experts' guide to the science

***Correspondence:*** a forum for ideas and debate

***Editorial:*** words to make you think



## INTRODUCING *EHP Toxicogenomics*

### An exciting new advertising opportunity

From the definitive journal in the field of environmental health comes a new edition devoted to the emerging field of Toxicogenomics. The National Institute of Environmental Health Sciences is unveiling a quarterly Toxicogenomics edition of *Environmental Health Perspectives* in first quarter 2003.

We're the first journal dedicated to the field of toxicogenomics and will be the comprehensive resource for this rapidly growing, rapidly evolving field. Areas covered will include the related disciplines of pharmacogenomics, proteomics, metabonomics, molecular epidemiology, translational aspects of genomic research, and molecular medicine.

### Reach the Leaders, Reach Them First

*EHP Toxicogenomics'* first issue will have a circulation of 3,000 of the leading individuals on the cutting edge of this field, with the subscriber base increasing as the journal establishes itself as the leading source of information in the field. The journal will be modeled after *EHP*, its parent publication, mixing a fresh combination of the latest news and the best research relevant to our readers.

Take advantage of this unique advertising opportunity and be a part of the first journal devoted to toxicogenomics.

2003 EHP Toxicogenomics Ad Rate Schedule (B/W) Effective Jan. 2003				
	Full Page 8.375" x 10.875"	2/3 Page 4.6" x 9.2"	1/2 Page 7.2" x 4.5"	1/3 Page 2.2" x 9.2"
1x	\$3,500	\$2,650	\$1,800	\$1,350
2x	\$3,350	\$2,520	\$1,710	\$1,280
4x	\$3,015	\$2,270	\$1,540	\$1,150



## ***Environmental Health Perspectives***

### **Advertising Rate Card**

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Environmental Health Perspectives* unless modified by written agreement signed by an officer and shall supersede any inconsistent statement in such order or contract.

#### ***Environmental Health Perspectives Monthly Journal***

<b>2002/3 EHP Display Ad Rate Schedule (B/W) Effective 10/02</b>				
	<b>Full Page</b> 8.375" x 10.875"	<b>2/3 Page</b> 4.6" x 9.2"	<b>1/2 Page</b> 7.2" x 4.5"	<b>1/3 Page</b> 2.2" x 9.2"
<b>1x</b>	<b>\$3,500</b>	<b>\$2,650</b>	<b>\$1,800</b>	<b>\$1,350</b>
<b>3x</b>	<b>\$3,350</b>	<b>\$2,520</b>	<b>\$1,710</b>	<b>\$1,280</b>
<b>6x</b>	<b>\$3,185</b>	<b>\$2,400</b>	<b>\$1,625</b>	<b>\$1,220</b>
<b>12x</b>	<b>\$2,870</b>	<b>\$2,160</b>	<b>\$1,450</b>	<b>\$1,095</b>

#### **Special Rates for Conferences or "Career Opportunities"**

Given their unique nature and their role in furthering scientific discourse, conferences, symposiums and similar events are eligible for heavily discounted rates, as noted in the chart below. The same discounts are available to organizations running ads for vacant positions, provided these run in our "Career Opportunities" section.

<b>2002/3 Conference/Careers Ad Rate Schedule (B/W) Effective 10/02</b>				
	<b>Full Page</b> 8.375" x 10.875"	<b>2/3 Page</b> 4.6" x 9.2"	<b>1/2 Page</b> 7.2" x 4.5"	<b>1/3 Page</b> 2.2" x 9.2"
<b>1x</b>	<b>\$1,280</b>	<b>\$1,060</b>	<b>\$830</b>	<b>\$540</b>
<b>2x</b>	<b>\$1,210</b>	<b>\$990</b>	<b>\$760</b>	<b>\$470</b>
<b>4x</b>	<b>\$1,130</b>	<b>\$910</b>	<b>\$680</b>	<b>\$390</b>

#### **Ad Rates for Other *EHP* Editions**

The Toxicogenomics edition of *EHP* will be published quarterly beginning in January 2003. For rates, see the media kit page "Introducing *EHP Toxicogenomics*."



The Chinese edition of *EHP* is produced quarterly and distributed to over 50,000 readers throughout China. Call for rates and a unique chance to reach this growing market.

### **NEW: Sponsorship Opportunities Available**

NEW FOR 2003! Don't just advertise in *EHP*, make sure your message gets really noticed by our readers. Our new sponsorship packages combine the frequency you need, the premium positions you covet and the value-added services that help you stand out, with the kind of discounts reserved for our best customers. But act fast, once we commit to a sponsor, that space is gone!

- **Gold Sponsor (1 only):** **\$29,950**  
 Premium cover position, 4/c, 12x  
 Web notation as gold sponsor with linked button  
 Booth recognition at EHP booth at 3 trade shows  
 Value - \$89,200, save 66.4%
- **Silver Sponsor (3 only):** **\$19,950**  
 Full page, 4/c, premium right hand position, 12x  
 (Inside cover at no additional charge, subject to availability)  
 Web notation as silver sponsor with linked button  
 Value - \$52,000, save 61.6%
- **Bronze Sponsor (limit 5):** **\$10,900**  
 Full page, 4/c, right hand position, front of book, 6x  
 Web notation as bronze sponsor with text link  
 Value - \$20,110, save 45.8%

### **Additional Terms**

#### **Color Charges**

For four-color rate, add \$1,100 to the black and white space charges outlined above.

#### **Preferred Position Rates**

Premium positions are available for an additional charge. For the inside front or back cover, add 25% to the rates above. For the outside back cover, add 50%. For other special positions, add 15%.

#### **Discounts**

Discounts are available for spreads, for advertisers purchasing space in both *EHP* and *EHP Toxicogenomics* or *EHP Chinese Edition*, and for parent companies and subsidiaries wishing to combine buys to increase frequency. A 5% discount is also applied to advertisers who pre-pay on orders of 6 or more insertions in 12 months.

Recognized advertising agencies, publishers, nonprofit organizations, and government agencies will receive a 15% discount on all space and color charges, provided the account is paid within 30 days of invoice date. No discounts are allowed on mechanical charges. *EHP* reserves the right to approve or reject all ads and sponsorships based solely on the best interest of the publication as determined by the publisher.



## Closing Date

Contact us for exact closing dates.

## Contact:

Gwendolyn Dowd  
Advertising Sales Manager, EHP  
Phone: 919-541-5257  
Fax: 919-541-0763  
dowd@niehs.nih.gov

Xu Yi  
General Manager, Sun-Day Center of China  
Phone: 86-25-8848891  
Fax: 86-25-8841933  
sdcceh@yahoo.com





## Corporate Subscribers

*Environmental Health Perspectives'* readership extends around the globe, with educational institutions, hospitals, government agencies, the news media and corporations among the top subscribers.

Here is just a small sample of some of *EHP's* subscribers from the corporate and medical fields:

- Amoco Corporation
- BASF Corporation
- Battelle
- Bayer
- Boeing Corporation
- Bristol-Myers-Squibb
- British Petroleum Company (BP)
- Castrol International
- Caterpillar, Inc.
- Chemical Industry Institute of Toxicology
- The Clorox Company
- The Coca-Cola Company
- Dow Chemical Company
- Eli Lilly and Company
- The Estee Lauder Company
- Exxon Corporation
- GE Plastics
- Georgia Pacific Corporation
- GlaxoSmithKline
- Goodyear Tire & Rubber Company
- Greenpeace International
- Helene Curtis Industries, Inc.
- Henry Ford Hospital
- IBM
- Johnson & Johnson
- Mayo Clinic
- Michelin North America, Inc.
- Monsanto Company
- Mt. Sinai Medical Center
- National Association of Physicians for the Environment
- National Wildlife Federation
- Novartis
- NYU Medical Center
- Olin Corporation
- Oscar Mayer Foods
- Pfizer, Inc.
- Pharmacia & Upjohn, Inc.
- Philip Morris, Inc.
- Raytheon Company
- S.C. Johnson & Son, Inc.
- *Science* Magazine
- Shell Chemical Company
- Texaco, Inc.
- Unilever
- University of Michigan Health System